

CHAPTER I

INTRODUCTION

1.1 Background

Pagaralam is one of the cities in South Sumatera Province. As one of the cities in South Sumatera Province, Pagaralam is located about 298 Km from Palembang (Provincial Capital) and is 60 Km to the southwest of Lahat Regency. The location of this city of this city can be said exactly in the area of Lahat Regency, so that all borders are adjacent to one of the district in Lahat Regency. Pagaralam city also flanked by other regencies such as Lahat, Muara Enim and Bengkulu province.

Pagaralam city has many tourism destinations that can attract from other cities such as nature tourism, culture tourism, history and heritage tourism. One of the tourism destination in Pagaralam is Pelang Kenidai Village. Pelang Kenidai Village is an old village with a story of Serunting Sakti and Si Pahit lidah. This village is called an old village because of the discovery of 4000-year-old megaliths in this place and is also the origin of tari kebagh(traditional dance from Pagar Alam). Pelang Kenidai is located in Dempo Tengah district, Pagaralam. Approximately 10 km from downtown. This village also still inherits cultural values, until now there are 40 units Rumah Baghi (traditional house of Pagaralam) with Pagaralam typical carvings. In this village, the tourists can also make a pilgrimage at the tomb of Serunting Sakti. Furthermore, Pelang Kenidai also has a manmade destination that is camping ground.

However, many people do not about the existence and the information about the culture in Pelang Kenidai Village. Therefore, Pelang Kenidai Village needs to be preserved and promote to keep the existence of the culture.

In order to attract visitors to come to Pelang Kenidai Village in Pagaralam, South Sumatera we need media to promote this destination. There are so many kinds of printed media that we can use to promote this destination, for example, magazines, booklets, leaflets, banners, brochures, and so on. Besides that, electronic media also can be used to promote this destination, such as youtube,

Instagram, website, Blogspot, etc. Booklet can be an option to promote this destination. According to Putra(2011), the booklet is one of advertising media that is able to attract a lot of productive consumers and have capability of persuading so well. Booklet is one of the promotional media that provides information but still easy to carry because the booklet has a practical size.

Based on the discussion above, the writer is interested in choosing the topic “Designing Booklet of Pelang Kenidai Village as a Tourism Destination in Pagaralam” for this Final Report. The writer would like to give the detail information about Pelang Kenidai village through a booklet.

1.2 Problem Formulation

The problem formulation of this research is how to design a booklet of Pelang Kenidai village as tourism destination in Pagaralam?

1.3 Problem Limitation

By seeing above, research limitation is focused on the introduction of Pelang Kenidai village in Pagaralam including the location, the history, the culture, the uniqueness and also about the facilities in there.

1.4 Research Purpose

The purpose of this final report is to know how to design a booklet of Pelang Kenidai Village as tourism destination in Pagaralam.

1.5 Research Benefit

For readers :

- a. The readers can use the booklet to get new information about Pelang Kenidai Village as tourism destination in Pagaralam.
- b. The readers will know what they do when they visit to Pelang Kenidai Village, Pagaralam.
- c. The readers especially foreign tourist can use the booklet as a media of communication and guidance when visiting Pelang Kenidai Village, Pagaralam.

For the Government :

- a. The Government can use the booklet as a media information to introduce Pelang Kenidai Village as tourism destination in Pagaralam.